

Message Text

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E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: MAY SHOW FINAL REPORT

1. BUILDING EQUIPMENT AND MATERIALS EXHIBITION
2. USTC MILAN, MAY 16-20, 1975
3. THIRTY EXHIBITORS
4. SALES DURING SHOW: \$292,100
5. SALES PROJECTED DURING NEXT 12 MOS.:
 - A) NTM - \$17,787,500
 - B) 95. - \$470,000
6. SEVENEEN EXHIBITORS SOUGHT EXREP
7. FIVE EXREPS APPOINTED DURING SHOW
8. FORTY-FIVE EXREPS, 14 LICENSING AND FIVE JOINT VENTURE, AGREEMENTS EXPECTED TO BE SIGNED DURING NEXT 12 MOS.
9. N/A
10. TOTAL 841 REGISTERED VISITORS; WITH HANDCOUNT TOTAL VISITORS 961
11. A) DELTA CREOSOTING CO. INC., GAUTIER, MISS. NTM. EXHIBITING AND PRESENTING ITS LINE OF CREOSOTED WOODS, PILINGS AND POLES EXPECTS TO SELL \$5,000,000 DURING THE NEXT 12 MONTHS AND TO APPOINT THREE AGENTS TO COVER ITALY AND VARIOUS MID-EAST COUNTRIES. MS. ELOISE BRELAND, SALES MGR. WROTE: "SHOW WAS EXCEPTIONAL FROM EVERY STAND POINT." CLEARED
B) STRICKLAND SYSTEMS INC., JACKSONVILLE, FLA. NTM. EXHIBITING

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A NEW CONCRETE FORMING SYSTEM, COMPANY EXPECTS TO ACHIEVE

SALES OF \$3,000,000 DURING THE NEXT 12 MONTHS. COMPANY SOLD \$50,000 DURING SHOW AND EXPECTS TO SIGN 10 REPRESENTATION AGREEMENTS, SEVEN LICENSEE AGREEMENTS AND ONE JOINT VENTURE AGREEMENT DURING NEXT 12 MONTHS. NEW COUNTRY MARKET PENETRATIONS WERE MADE IN 14 EUROPEAN AND MID-EAST COUNTRIES WITH AGREEMENTS EXPECTED IN MOST. CLEARED.

C) PAYNE INTERNATIONAL SALES INC., NEW MARKET, ALABAMA. NTM. EXHIBITING VARIOUS TYPES OF ROUGH UNFINISHED AMERICAN HARDWOOD, THE COMPANY EXPECTS SALES OF \$5,000,000 AND THE SIGNING OF FIVE SALES REPRESENTATION AGREEMENTS DURING THE NEXT 12 MONTHS. MR. RON LANE, MGR. WROTE: "THE SHOW FOR US WAS VERY INFORMATIVE AND SUCCESSFUL IN THAT WE LEARNED A GREAT DEAL ABOUT EXPORTING AND MET A GREAT MANY PROSPECTS FOR OUR PRODUCTS." CLEARED 12. THIS EXHIBITION WITH 30 EXHIBITORS (21 NTM, 9 OTM) WAS FIRST ON THIS THEME AT MTC. REGISTERED ATTENDANCE OF 841 VISITORS INCLUDED 234 FOREIGN ATTENDEES, HIGHEST IN RECENT T.C.

HISTORY. VISITORS WERE REGISTERED FROM VIRTUALLY EVERY EEC COUNTRY PLUS SPAIN, PORTUGAL, YUGOSLAVIA, GREECE, SWITZERLAND, IRAN, EGYPT, SAUDI ARABIA, TUNISIA, TURKEY, AUSTRIA. NTM FIRMS ATTRACTED EXCELLENT INTEREST AND ACCOUNTED FOR \$237,100 OF TOTAL \$292,100 OFF FLOOR SALES AND \$17,787,500 OF TOTAL \$18,257,500 12 MONTH PROJECTED SALES. REPFIND CAMPAIGN WAS WELL RECEIVED WITH 158 REP LEADS REPORTED, 5 REPS APPOINTED AND 45 REP APPOINTMENTS EXPECTED DURING NEXT YEAR. ADDITIONALLY 79 LICENSEE LEADS AND 13 JOINT VENTURE LEADS WERE OBTAINED WITH AN EXPECTED 14 LICENSE AND 5 JOINT VENTURE AGREEMENTS EXPECTED TO BE SIGNED. EXHIBITORS AND VISITORS ALIKE INDICATED FULL SATISFACTION WITH EVENT AND RESULTS OBTAINED. BOTH AMEMBASSY VIENNA AND AMCONSUL THESSALONIKI PROVIDED SPECIAL AND MUCH APPRECIATED SUPPORT THIS EVENT; WITH VIENNA HOSTING AND MAKING PREPARATIONS FOR PRE-SHOW MISSION WHICH VISITED VIENNA AND SALZBURG. THESSALONIKI ORGANIZED AND BROUGHT APPROX. 40 GREEKS INDUSTRIALISTS AND CONTRACTORS FROM ATHENS AND NORTH GREECE. FINA

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